



DEPARTMENT OF THE NAVY  
NAVY RECRUITING COMMAND  
5722 INTEGRITY DR.  
MILLINGTON, TN 38054-5057

COMNAVCRUITCOMINST 5720.12B  
N6/N9  
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COMNAVCRUITCOM INSTRUCTION 5720.12B

From: Commander, Navy Recruiting Command

Subj: WEB SITE ADMINISTRATION

Ref: (a) DoD Policy Memorandum of 7 December 98 (as amended) on  
Web Site Administration  
(b) SECNAVINST 5720.47  
(c) NAVCRUITCOMINST 5234.1  
(d) SECNAV WASHINGTON DC 171948Z Jun 02 (ALNAV 058/02)

1. Purpose. To provide policy and assign responsibility for the development and maintenance of Internet and Intranet sites authorized by the Commander, Navy Recruiting Command (NAVCRUITCOM).

2. Cancellation. NAVCRUITCOMINST 5720.12A. Due to numerous changes, marginal notations are not included. This instruction should be reviewed in its entirety.

3. Scope. This instruction applies to all Internet and Intranet sites and pages designed, developed, procured, or managed by NAVCRUITCOM personnel or contracted agencies.

4. Background

a. Widespread availability and ease of public access to the World Wide Web has given rise to a powerful alternative venue for reaching new audiences and presenting information to and soliciting responses from, both internal and external individuals and groups.

b. The Navy's professional standards, credibility and consistency of focus in reaching out to target populations must be preserved. It is imperative that the Navy's message be consistent and accurate. Reference (a) directs DoD component commands to take concrete steps to produce and maintain the highest quality web sites. Reference (b) requires individual commands to comply with specific regulations and guidelines regarding web usage, including the designation in writing of a webmaster to be primary web site manager for each command.

c. Market survey responses suggest that potential visitors, including target clients, are confused when web search engines present multiple Navy Recruiting web site options and that commercial best practices support a policy of marketing via a single web site for the entire organization.

5. Definitions. Terms used in this instruction are defined in references (a) and (b).

6. Policy. This instruction provides the primary governing policy for all web products listed below.

7. Action. NAVCRUITCOM Headquarters (HQ) operates five distinct web site systems, four are public and one is private (e.g., an Intranet site). They are the marketing/recruiting sites (navy.com/navyreserve.com/elnavy.com), the command information web site (cnrc.navy.mil), and the Intranet site (rq.cnrc.navy.mil). There are also numerous "micro-sites" or "landing pages" which are developed and launched on an "as needed" basis. These micro-sites and landing pages may be permanent or temporary. A web site is considered "any computer connected to the Internet and available via a host name, domain name, or Uniform Resource Locator (URL)." The sites are governed as follows:

a. navy.com/navyreserve.com/elnavy.com -  
Marketing/recruiting sites for the Navy Recruiting Command.

(1) NAVCRUITCOM HQ is responsible for maintaining domain names for all authorized web sites. The Navy Recruiting District (NAVCRUITDIST)/Navy Recruiting Station (NAVCRUITSTA)/Individual Recruiter is not authorized to operate any marketing web site that attempts to attract potential recruits, generate leads, or present information similar to that presented on "navy.com/navyreserve.com/elnavy.com". NAVCRUITDISTs and NAVCRUITSTAs are further restricted from establishing additional web sites.

(2) The NAVCRUITDIST/NAVCRUITSTA/Individual Recruiter will not operate chat rooms.

(3) Local advertisements will direct respondents to "www.navy.com", "navyreserve.com", or "www.elnavy.com."

(4) "navy.com/navyreserve.com/elnavy.com" and selected micro sites/landing pages are the only web sites authorized for

the purpose of informing the target populations about Navy opportunities.

(5) Separate public NAVCRUITDIST web sites, whether for marketing or command information purposes, are not authorized. NAVCRUITCOM will host authorized web sites (see paragraph 7b).

(6) Comments or suggestions about "navy.com", "navyreserve.com" or "elnavy.com" may be submitted to the NAVCRUITCOM Webmaster or "cnrcweb@cnrc.navy.com".

(7) Leads and referral processing.

(a) NAVCRUITCOM HQ Cyberspace Recruiting Division is responsible for processing, data collection, and dissemination of all web-generated leads.

(b) Leads resulting from "navy.com", "navyreserve.com", and "elnavy.com" are considered national leads and will be source coded as such.

(c) NAVCRUITDISTs and NAVCRUITSTAs will use "navy.com", "navyreserve.com", and/or "elnavy.com" on all print and collateral material, including Recruiting Aid Devices (RADs) and business cards.

b. "cnrc.navy.mil" - The public command information site for the Navy Recruiting Command. References (a) and (b) direct that a single source will present the information for which an organization is responsible. All information posted to the NAVCRUITCOM web site must comply with reference (b).

(1) The NAVCRUITCOM command information web site "cnrc.navy.mil" contains data of interest to various individuals and groups including information about NAVCRUITCOM HQ departments and programs as well as photographs, banners and other graphic and text files.

(2) Command information pages for the NAVCRUITDISTs are hosted by NAVCRUITCOM HQ.

(3) NAVCRUITCOM HQ is responsible for approving all format and content on the "cnrc.navy.mil" web site and will screen all pages before posting.

(4) Each NAVCRUITCOM HQ department and NAVCRUITDIST will appoint a webpage master and an alternate to act as liaison between their departments and the NAVCRUITCOM HQ Webmaster.

(5) Web site/page content will conform to the following guidelines:

(a) Each NAVCRUITDIST will forward a copy of two designation letters for the NAVCRUITDIST to NAVCRUITCOM HQ.

(b) All NAVCRUITDIST web content is subject to the approval of the NAVCRUITDIST PAO and NAVCRUITCOM HQ PAO and Webmaster as direct representatives of NAVCRUITCOM.

(6) To achieve uniformity in the information presented, as well as consistency and ease of navigation through all sites, NAVCRUITCOM HQ will provide a template to be implemented by each NAVCRUITDIST. This template will contain placeholders for standardized information. The District page(s) will be hosted within "cnrc.navy.mil" on the NAVCRUITCOM HQ web server.

(7) Each Navy Recruiting District is required to use the template to provide district specific and other local information as authorized by reference (b). Drill down pages can be altered to promote local community events and highlight command location, organizational structure, accomplishments, etc. However, they should maintain the command web site theme.

(8) NAVCRUITCOM HQ will review NAVCRUITDIST web pages on a regular basis.

(9) A standard software will be designated for creation of all NAVCRUITCOM HQ and NAVCRUITDIST command web sites/pages. Use of Flash/Fireworks, XML, DHTML, ASP, Access, etc. is not authorized.

(10) All content must meet the requirements of references (d) and (e). Handicap access/Sec.508 guidelines will be adhered to as set forth in paragraph 10.

(11) Comments or suggestions about "cnrc.navy.mil" may be submitted to "cnrcweb@cnrc.navy.mil".

c. "rq.cnrc.navy.mil" - Recruiting Quarterdeck is the command Intranet site for Navy Recruiting Command.

(1) The Recruiting Quarterdeck command information Intranet web site "rq.cnrc.navy.mil" contains data of interest to various levels of personnel, not limited to, but including personnel at NAVCRUITCOM HQ, field recruiters, Navy Recruiting Orientation Unit (NAVCRUIT ORIENT UNIT), NAVCRUITDIST personnel, and Military Enlistment Processing Station (MEPS) personnel. The Recruiting Quarterdeck includes information about NAVCRUITCOM HQ departments and programs as well as recruiter advertisements, directives, instructions, and various other graphic and text files.

(2) NAVCRUITCOM HQ, Information Systems Department (Recruiting Quarterdeck Webmaster) is responsible for all content on the "rq.cnrc.navy.mil" web site and will screen all sites before posting.

(3) Each NAVCRUITCOM HQ department head and NAVCRUITDIST will appoint in writing a webmaster to act as liaison between their departments and the Recruiting Quarterdeck Webmaster. NAVCRUITDISTs and NAVCRUIT ORIENT UNIT will appoint, in writing, a webmaster that will coordinate the posting of their respective NAVCRUITDIST Intranet web pages.

(4) All information posted to the Recruiting Quarterdeck web site must comply with references (b) through (d). Use of Flash/Fireworks, XML, DHTML and other third party plug-ins will be authorized only on a case-by-case basis. If approved, the web site must offer a text alternative version. Use of Access, ASP, SQL, Cold Fusion and like programs or programming languages constitutes data gathering and/or application development and will not exist on the NAVCRUITDIST intranet web site. All software application development will fall under reference (c).

(5) The NAVCRUITDIST page(s) will be hosted on the NAVCRUITCOM HQ web server and will be furnished 200MB of hard drive space.

(6) Databases and any other programs will first meet NAVCRUITCOM HQ Information Systems Department criteria as stated in reference (c) before being posted on any NAVCRUITCOM web servers.

8. Personnel Information Security. Every effort shall be made to ensure that information, which has the potential to create an unwarranted invasion of privacy or places individuals at risk, is excluded from publicly accessible web pages. Under no circumstances will personal information such as social security

numbers, home telephone numbers or addresses be posted on a public web site.

9. Personal Data and the Privacy Act. Great care must be used in creating a web service that will solicit personal data. The Privacy Act of 1974 prescribes very clear requirements for any government agency that seeks to collect and record personal data. The government cannot collect personal data unless the purpose of the collection is made clear to the individuals supplying the data and that the collection of such data is authorized for the stated purpose. It is the responsibility of the party considering any such web service to consult the Freedom of Information and Privacy Acts. The NAVCRUITCOM HQ Webmaster cannot advise on Privacy Act requirements, but before initiating a web service, may request proof that such requirements have been met.

10. Handicap Accessibility. Section 508 of the Rehabilitation Act as amended, 29 U.S.C. Section 794D, requires that when federal agencies develop, procure, maintain or use electronic and information technology (IT), they must ensure that federal employees and members of the public with disabilities, have access to and use of the information. Data that's comparable to data available to non-disabled employees and members of the public unless meeting compliance standards would pose an undue burden.

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R. R. BRAUN  
Deputy

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